Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Hospitality & Hotel Management Level 4

Trawsnewid Addysg, Trawsnewid Bywydau
Transforming Education, Transforming Lives

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BMIH4009 Marketing Essentials
Week 4 Take Two

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Before we start…..

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as per the university code of conduct
- Please ensure you arrive by 9am for a 9.15am start and have arranged to be here until 1pm each lecture
- Mobile phones should be on silent and only used when required for activities
- If you ever have any queries at all please reach out on n.Brailsford@uwtsd.ac.uk
- Let's make this module an enjoyable one, so attend, engage and participate!

Register

Aims For Today

Marketing Plans

SMART Objectives

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Marketing Plans

https://www.bing.com/videos/riverview/relatedvideo?q=marketing%20iwthout%20a%20stratergy&mmscn=stvo&mid=8D94DF6F90900CFA36188D94DF6F90900CFA3618&ajaxhist=0

Marketing Plans

What is a marketing plan?

A strategic roadmap that businesses use to outline their advertising and marketing efforts for the coming year.

The plan lays out the actions they'll take to achieve their marketing goals, such as increasing brand awareness, acquiring new customers, or increasing product sales.

Why Do Marketing Plans Matter?

- Build brand awareness
- Drive bookings and revenue
- Adapting to customer behaviour
- Leveraging technology and data
- Fostering loyalty
- Crisis resilience

Benefits of the Marketing Plan

Benefit	Impact on Hospitality Business
Consistency in branding	Builds trust and recognition among travellers
Targeted campaigns	Reaches the right audience with tailored offers
Competitive advantage	Differentiates from rivals in a saturated market
Revenue optimization	Encourages direct bookings and upselling
Customer loyalty	Increases repeat visits and word-of-mouth referrals

- What do you think will happen without a clear plan?

Time to
Break!

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Smart Objectives

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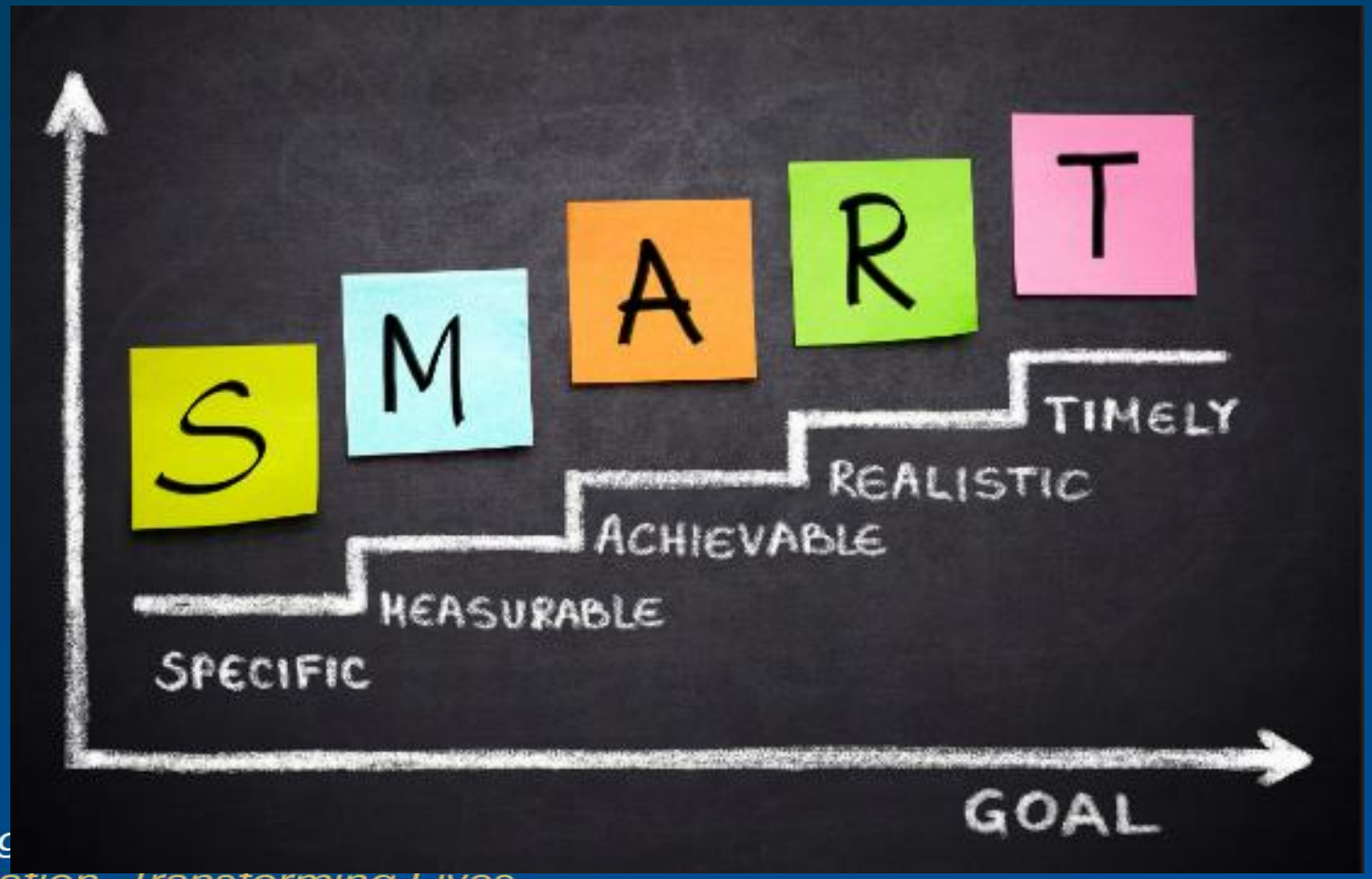
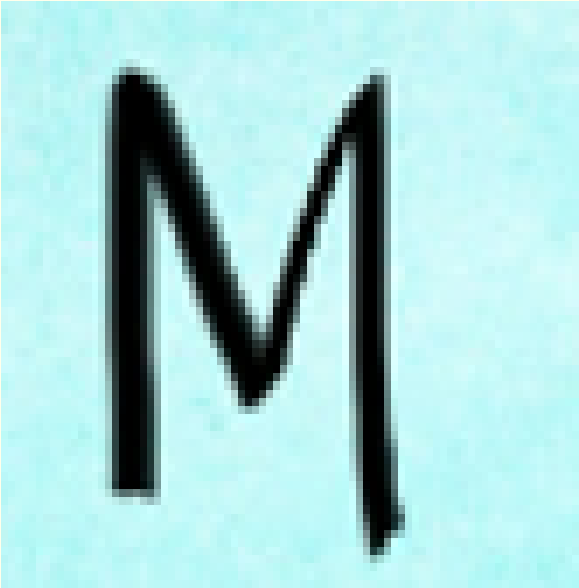
Smart Objectives



Smart Objectives

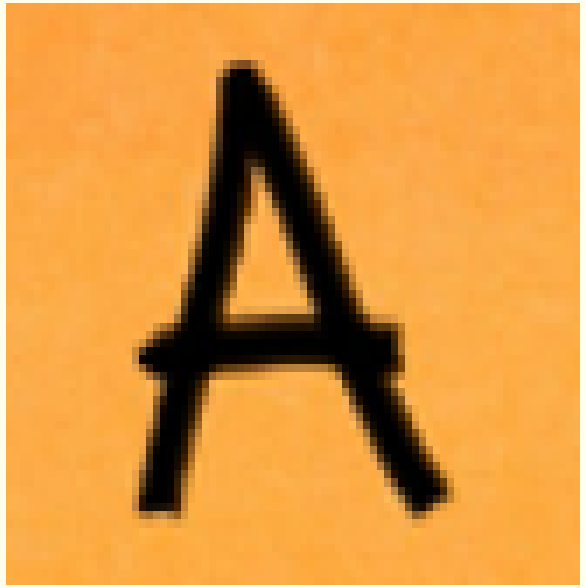
Specific

Smart Objectives



Measurable

Smart Objectives



Achievable

Smart Objectives

Realistic

Smart Objectives

Timely

Smart Objectives: Example

- By the end of October 2025, I am going to plan a 7-day holiday to Paris, France, including booking flights and accommodation, and creating an itinerary for sightseeing and dining, all within a budget of £3000, to ensure a relaxing and culturally enriching experience.

Smart Objectives: Breakdown

- Specific: Plan a 7-day holiday to Paris, France. This is a clear and specific goal that leaves no room for misunderstanding.
- Measurable: The goal is measurable through the booking of flights, accommodation, and the creation of an itinerary for sightseeing and dining. These are concrete actions that can be checked off a list.
- Achievable: The goal is achievable as it is within a set budget of £3000. This is a realistic budget for a 7-day trip to Paris, including flights, accommodation, and meals.
- Relevant: The holiday is relevant as it provides relaxation and cultural exploration, aligning with personal interests. This ensures that the holiday will be enjoyable and fulfilling.
- Time-bound: The goal is time-bound as all planning and bookings need to be completed by the end of October 2025. This provides a clear deadline to work towards.

Smart Objectives

Task

Write one **SMART** objective each in relation to your studies.

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Any Questions?

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